

# 2019 USDA Farm to School Census

## Wisconsin Census Workshop

**Sarah Elliott**

Farm to School Regional Specialist

**Kaitlin Koch Wojciak**

Program Specialist

**Angie Rupchock-Schafer**

Farm to School Regional Specialist



OFFICE of  
COMMUNITY  
FOOD SYSTEMS



**About the  
Census**



**Participation  
Overview**



**Farm to  
School Policy  
and Local  
Context**



**Farm to  
School  
Activities**



**Benefits,  
Challenges,  
and Next  
Steps**

# About the Census

2010

## FARM TO SCHOOL PROGRAM

Established through  
the Healthy, Hunger-  
Free Kids Act of 2010

2013

## CENSUS

The first Farm to  
School Census

2015

## CENSUS

The second Farm to  
School Census



# About the Census

2019

## **CENSUS**

The third Farm to School Census

2021

## **CENSUS AND STUDY RESULTS**

USDA publishes 2019 Farm to School Census Report and launches new Farm to School Census Website

# 18,832

SCHOOL FOOD AUTHORITIES

The research team sent the 2019 Census survey to **public, private, and charter SFAs as well as residential childcare institutions** in the 50 States, Washington D.C., and U.S. territories.

# 12,634

SCHOOL FOOD AUTHORITIES

**67%**

RESPONSE RATE NATIONWIDE

**69%**

RESPONSE RATE IN WISCONSIN

# 477 out of 687

SCHOOL FOOD AUTHORITIES  
RESPONDED FROM WISCONSIN

Due to changes in survey design, it's difficult to compare **2013, 2015, and 2019 Census results.**



**About the  
Census**



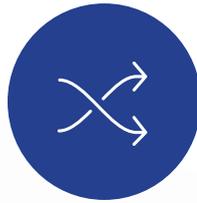
**Participation  
Overview**



**Farm to  
School Policy  
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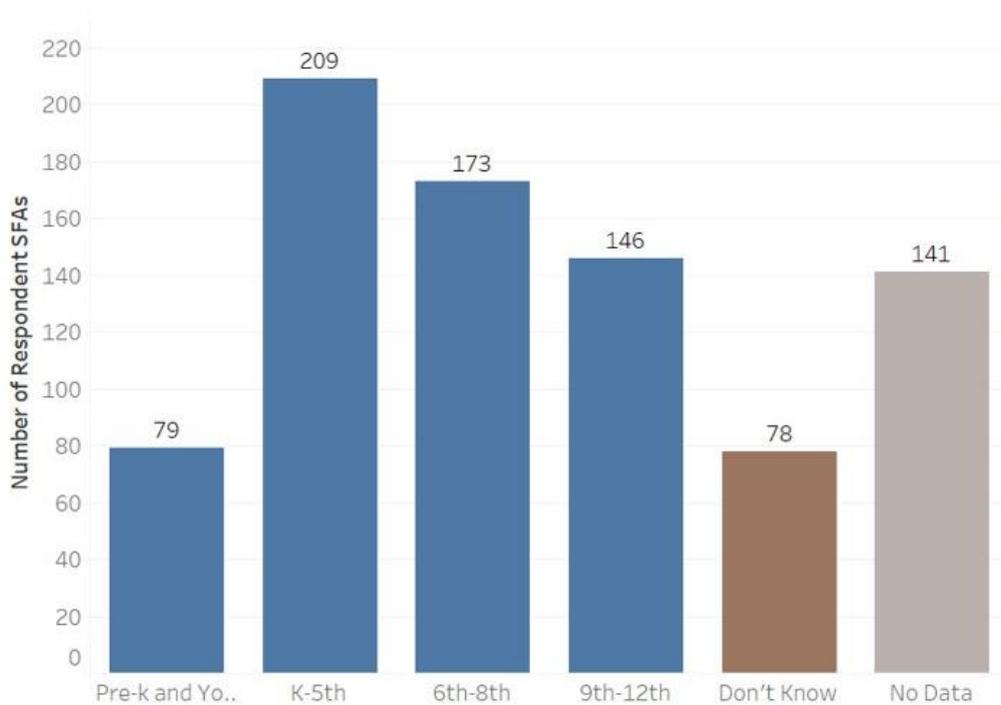
**Farm to  
School  
Activities**



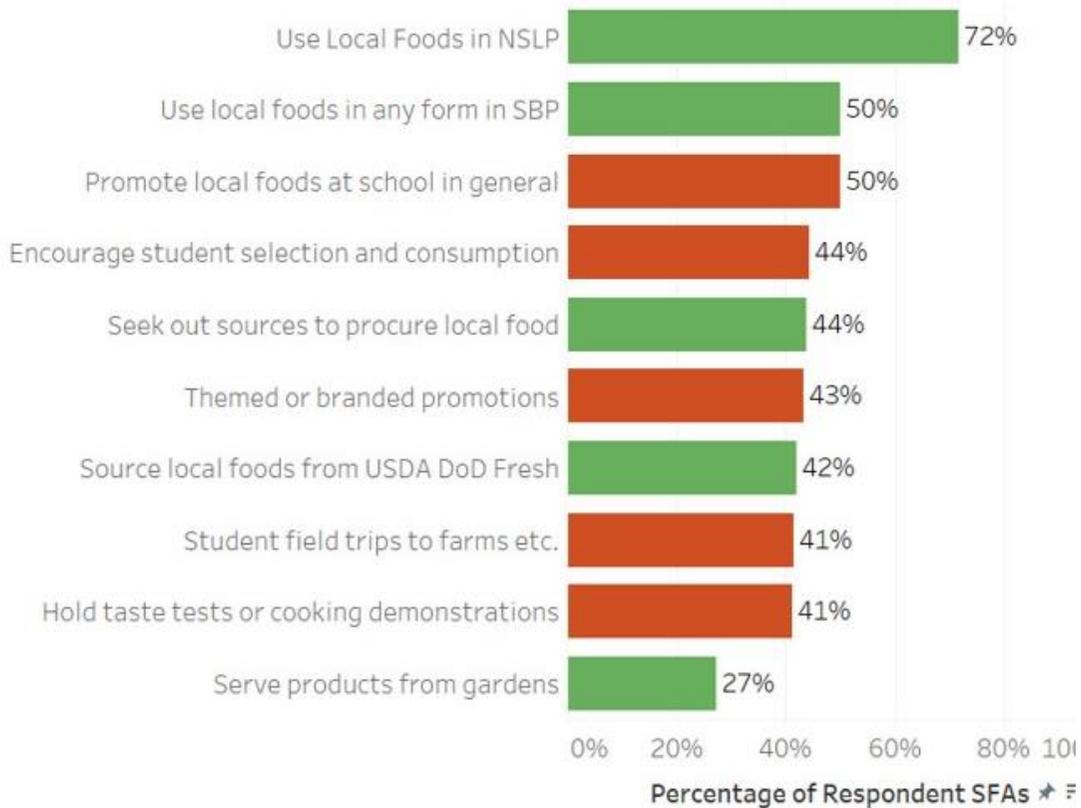
**Benefits,  
Challenges,  
and Next  
Steps**

Farm to school participation is defined as having done at least **1 of 30 specified farm to school activities** primarily related to procurement, promotion, or education in SY 2018–2019.

## WI SFAs: Participating Grades in Farm to School Activities

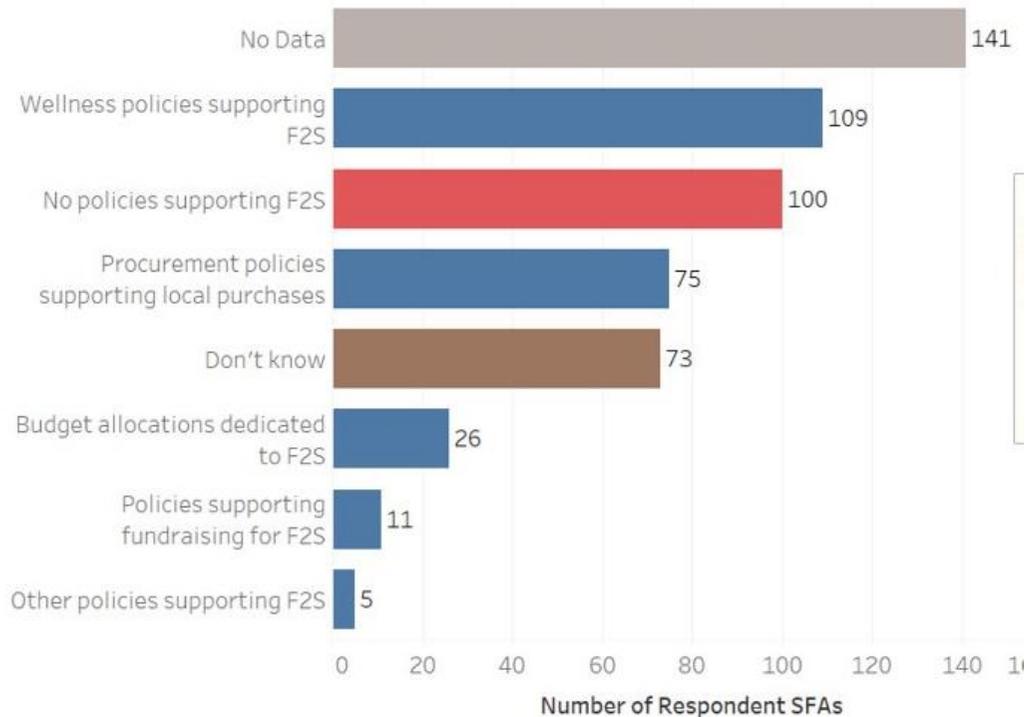


## Number of SFAs that have ever implemented a F2S activity

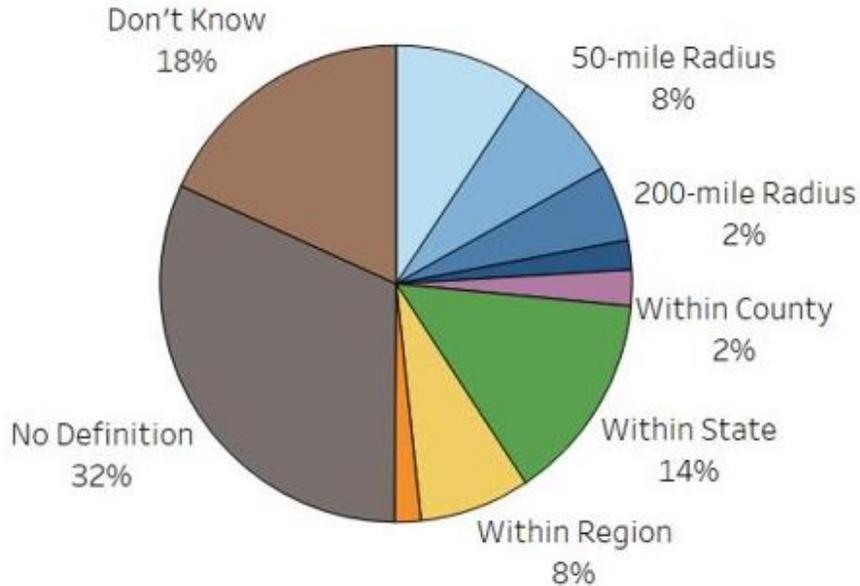


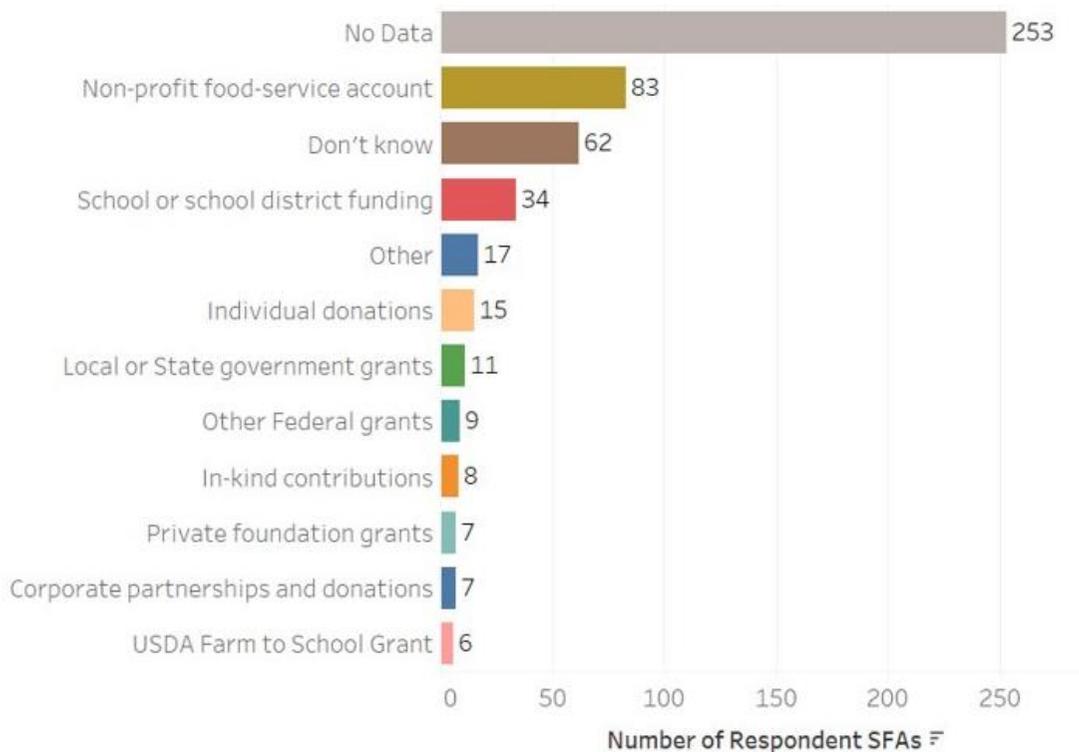


## WI SFAs: Policies in Support of Farm to School Activities



## WI SFAs: Definition of Local





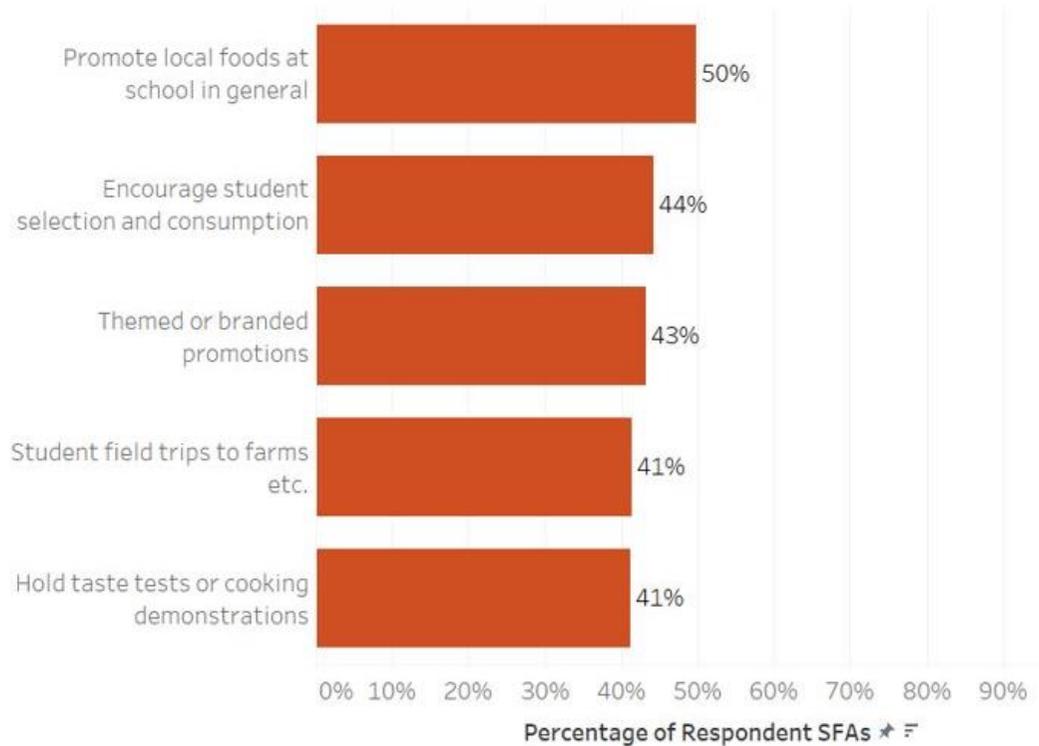


# Farm to School Activities Overview

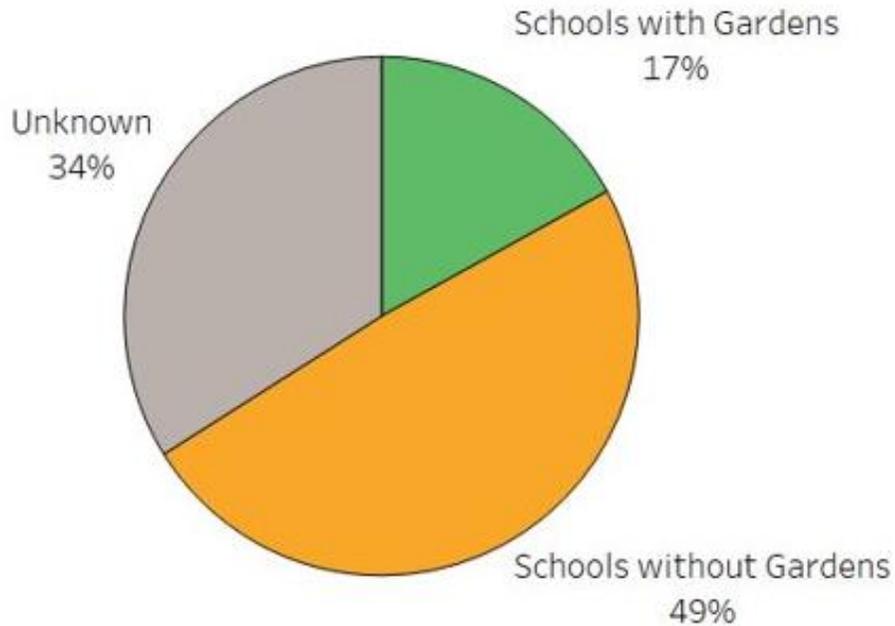
Activities, Question 4	
Procurement	Education
1	Use Local Foods in NSLP
2	Use local foods in any form in SBP
3	Serve local foods as a snack
5	Use local foods as part of the FFVP
6	Source local foods from USDA DoD Fresh
7	Serve products from gardens
8	Use local foods in any form in CACFP
9	Use local foods in CACFP At-Risk Afterschool
10	Use local foods in summer meals
12	Develop food products with local producers
27	Seek out sources to procure local food
28	Forecast budgetary needs for local purchases
29	Utilize the geographic preference option
	4
	Local foods or activities afterschool
	11
	Hold taste tests or cooking demonstrations
	13
	Encourage student selection and consumption
	14
	Use food coaches
	15
	Use USDA Team Nutrition materials
	16
	Educational edible school garden
	17
	Student field trips to farms etc.
	18
	Have farmer(s) visit
	19
	Farm to school activities in Pre-K
	20
	Training school food service staff
	21
	Themed or branded promotions
	22
	Promote local foods at school in general
	23
	Generate media coverage of local foods
	24
	Farm to school family and community events
	25
	Celebrate National Farm to School Month
	26
	Local foods events in CACFP and/or SFSP

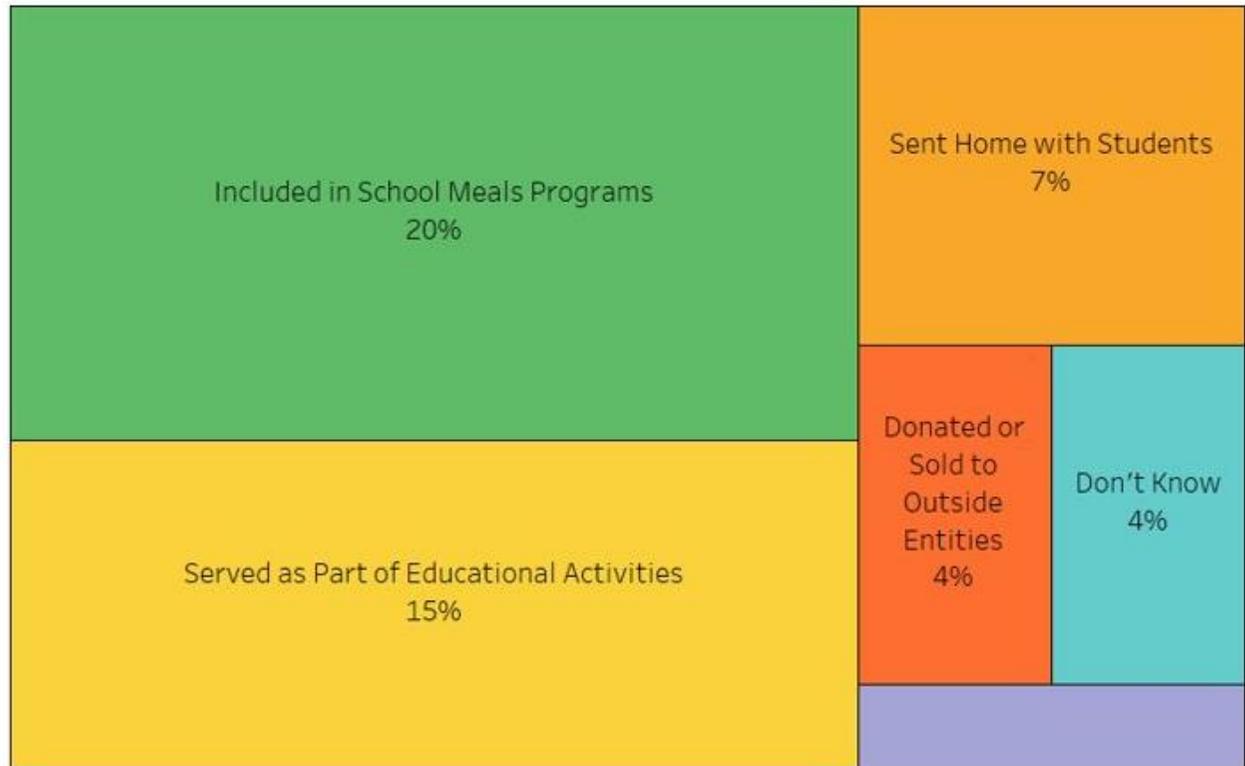
# Part I: Education and promotion activities

## WI SFAs: Top 5 Education and Promotion Activities Done



## WI SFAs: Proportion of Schools with Gardens





# Part II:

## Local procurement

## SFA Local foods purchasing highlights

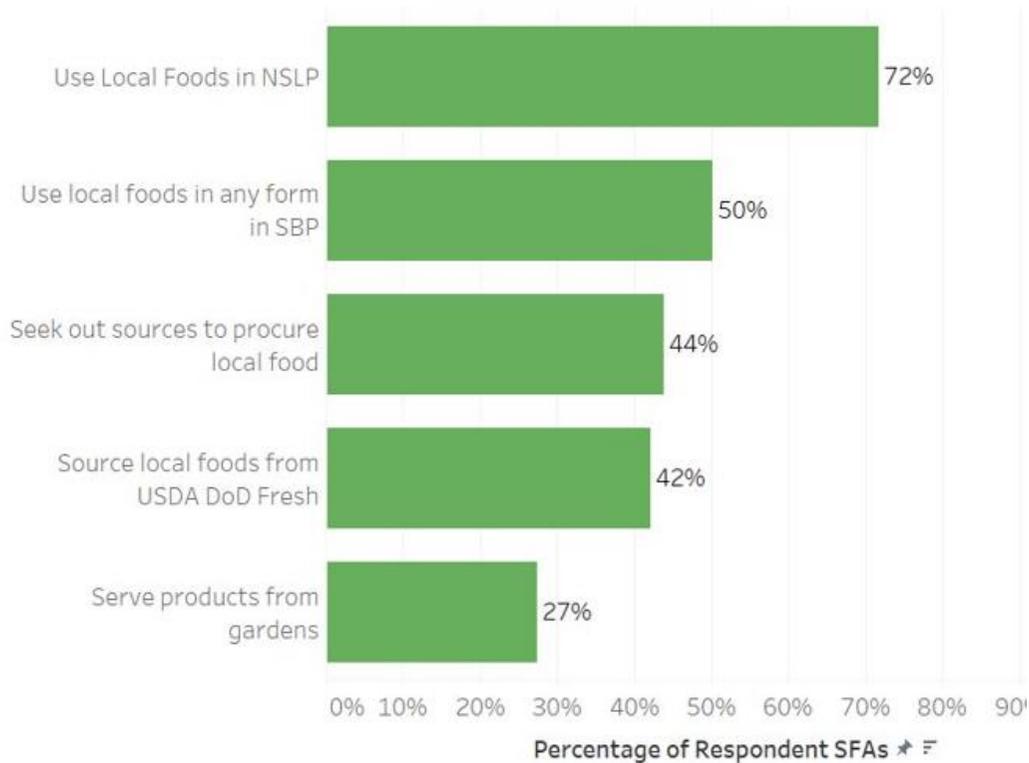
**75%**

of responding SFAs **were serving local food in any FNS CN Program** at the time of the Census

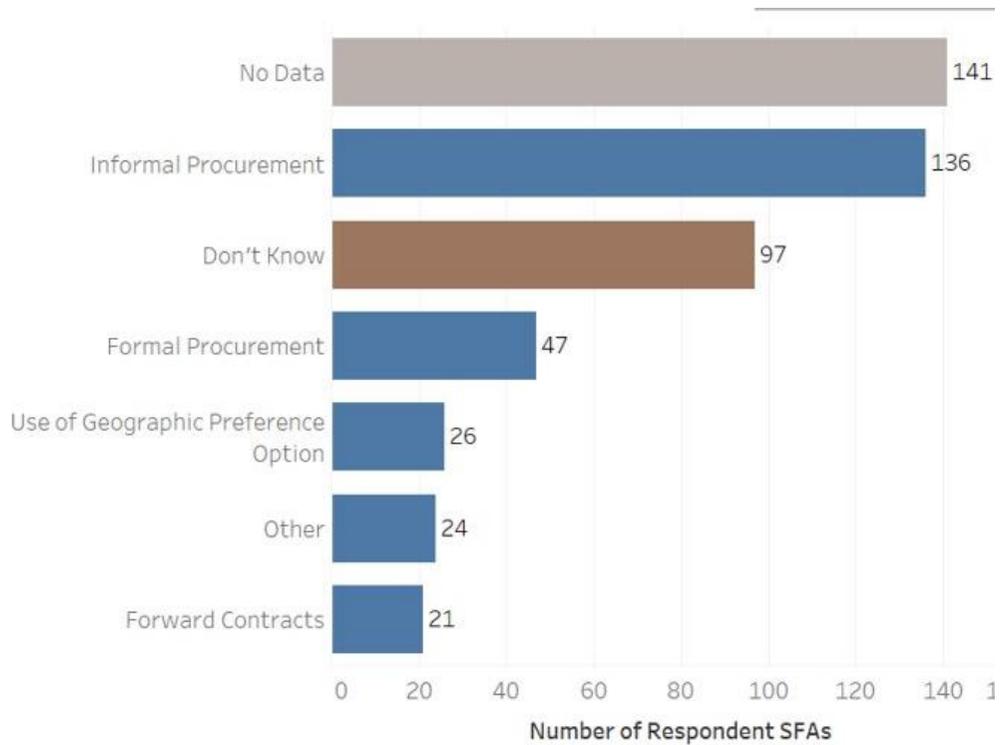
**\$9,645,872**

Is the approximate amount responding SFAs reported **spending on local foods**, including local milk

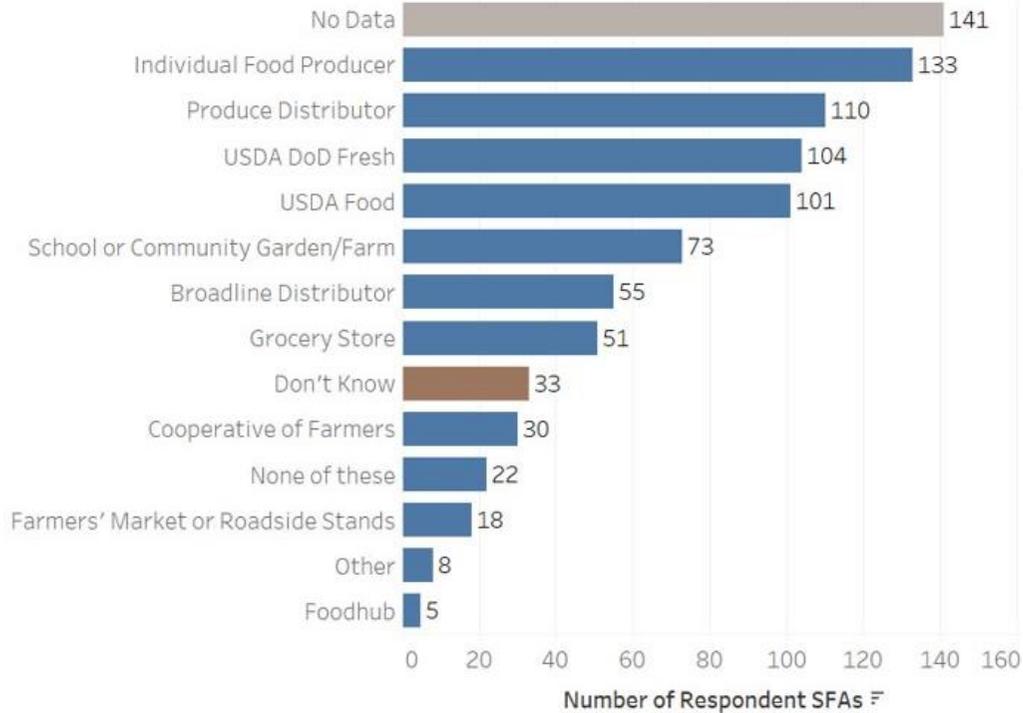
## WI SFAs: Top Procurement Activities Done



## WI SFAs: Procurement Approaches



## WI SFAs: Local Procurement Sources

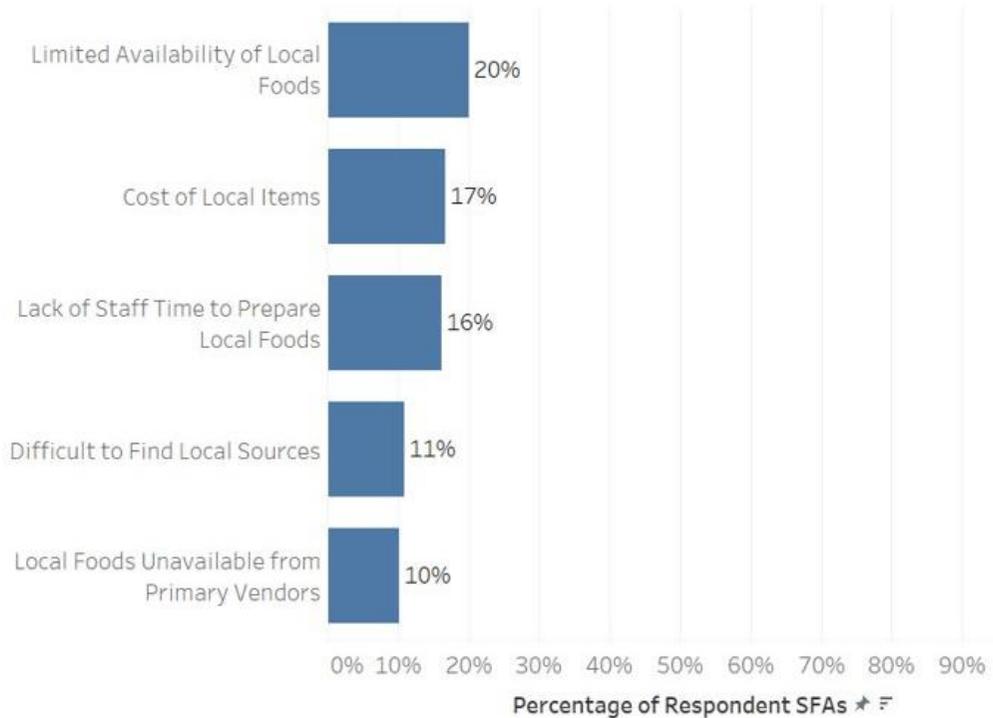


# 18.2%

AVERAGE EXPENDITURE  
ON LOCAL



## WI SFAs: Top Challenges to Local Procurement



# Thank you!

## Questions?